

# Order Item Summary

CBS TELEVISION STATIONS



WFOR-TV

Order ID: 54878	CF LOC-POL	FBD - LBD: 09/13/12 - 09/17/12	HL#:	Created: 09/12/12 01:02 PM
Client: OBAMA FOR AMERICA (178906)	CPE: 95 / 101 / 1768	Agency Commission: 15 %	Updated: GUTIERA on 09/12/12 02:02 PM	
Agency: GMMB, INC. (6441)	Product: 95/101/1768 (1300)	Self Protect.: :20:00	Confirmed: 09/12/12 02:02 PM	
Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/12/12 02:49 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MSUNRISE2	0 0 0 2 2 0 0	NEWS	30				0.0	\$200.00	4	\$800.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
002	MSUNRISE2	2 0 0 0 0 0 0	NEWS	30				0.0	\$200.00	2	\$400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
003	MLOCAL3	0 0 0 1 1 0 0	NEWS	30				0.0	\$405.00	2	\$810.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
004	MLOCAL3	1 0 0 0 0 0 0	NEWS	30				0.0	\$405.00	1	\$405.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
005	MEARLY	0 0 0 1 1 0 0	MORN	30				0.0	\$315.00	2	\$630.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
006	MEARLY	1 0 0 0 0 0 0	MORN	30				0.0	\$315.00	1	\$315.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	MCBSSAT1	* * * * * S *	MORN	30				0.0	\$270.00	1	\$270.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

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AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	08:00 - 09:00	0 0 0 0 0 0 1	MORN	30				0.0	\$270.00	1	\$270.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	D9-NOON	* * * T F * *	DAY	30				0.0	\$225.00	4	\$900.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	D9-NOON	M * * * * *	DAY	30				0.0	\$225.00	1	\$225.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	DPRICE	* * * T F * *	DAY	30				0.0	\$675.00	2	\$1,350.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	NNOON	* * * T F * *	NEWS	30				0.0	\$540.00	2	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	DCBSSOAP	* * * T F * *	DAY	30				0.0	\$630.00	3	\$1,890.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	DCBSSOAP	M * * * * *	DAY	30				0.0	\$630.00	2	\$1,260.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	2										

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Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/12/12 02:49 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	WCBSSUN	* * * * * S	MORN	30				0.0	\$1,350.00	1	\$1,350.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										
016	WFACE	* * * * * S	MORN	30				0.0	\$1,260.00	1	\$1,260.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										
017	EJUDY	* * * T F * *	EFG	30				0.0	\$315.00	4	\$1,260.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	4										
018	EJUDY	M * * * * *	EFG	30				0.0	\$315.00	1	\$315.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										
019	EPHIL	* * * T F * *	EFG	30				0.0	\$540.00	4	\$2,160.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	4										
020	EPHIL	M * * * * *	EFG	30				0.0	\$540.00	1	\$540.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										
021	17:00 - 17:30	* * * T F * *	NEWS	30				0.0	\$1,080.00	2	\$2,160.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

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Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: Z	Contract: 09/12/12 02:49 PM	
AE: SUSAN INKER-PURETZ-WFOR-TV	Billing Int: Monthly	BM: SS		
Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTW: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
022	17:00 - 17:30	M * * * * *	NEWS	30				0.0	\$1,080.00	1	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
023	17:30 - 18:00	* * * T F * *	NEWS	30				0.0	\$1,080.00	2	\$2,160.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
024	17:30 - 18:00	M * * * * *	NEWS	30				0.0	\$1,080.00	1	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
025	18:00 - 18:30	* * * T F * *	NEWS	30				0.0	\$1,350.00	2	\$2,700.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
026	18:30 - 19:00	* * * T F * *	NEWS	30				0.0	\$1,350.00	2	\$2,700.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
027	18:30 - 19:00	M * * * * *	NEWS	30				0.0	\$1,350.00	1	\$1,350.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
028	A7PMET	* * * T F * *	ACC	30				0.0	\$1,080.00	4	\$4,320.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	4										

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Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
029	A7PMET	M * * * * *	ACC	30				0.0	\$1,080.00	1	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
030	AINSIDER	* * * T F * *	ACC	30				0.0	\$1,080.00	3	\$3,240.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
031	AINSIDER	M * * * * *	ACC	30				0.0	\$1,080.00	2	\$2,160.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
032	PBROKE*M&M	M * * * * *	REGP	30				0.0	\$6,750.00	1	\$6,750.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
033	PBBTH2	* * * T * * *	REGP	30				0.0	\$4,050.00	1	\$4,050.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
034	PBLOODS	* * * * F * *	REGP	30				0.0	\$3,060.00	1	\$3,060.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
035	PMENTALSN3	* * * * * S	REGP	30				0.0	\$3,150.00	1	\$3,150.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
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Share: 0% WPLG: 0% WTVJ: 0% WSVN: 0% WSFL: 0% WBFS: 0% WPXM: 0% WLTV: 0% OTHER: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
036	NLATE1	* * * T F S S	NEWS	30				0.0	\$1,350.00	3	\$4,050.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
037	LLETTER	* * * T F * *	LETT	30				0.0	\$540.00	3	\$1,620.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	3										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
038	LLETTER	M * * * * *	LETT	30				0.0	\$540.00	2	\$1,080.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 17</u>										
	09/17/12	09/17/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
039	LETSAT	* * * * * S *	LATE	30				0.0	\$270.00	1	\$270.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
040	SNCAAFB	* * * * * S *	FTBL	30				0.0	\$2,400.00	1	\$2,400.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
041	SNCAAFB	* * * * * S *	FTBL	30				0.0	\$2,400.00	1	\$2,400.00		
	3p-7p												
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/13/12	09/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
042	PSIXTY	* * * * * S	REGP	30				0.0	\$6,750.00	1	\$6,750.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
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Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
043	PBBSUN	* * * * * S	REGP	30				0.0	\$3,600.00	1	\$3,600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Sep 10</u>										
	09/16/12	09/16/12	1										

## Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	78	0	\$80,700.00	\$68,595.00	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$80,700.00	\$68,595.00	\$0.00	\$0.00